



Component Advanced Development Pre-Solicitation Conference

07 February 2002

CAPT George C. Hill
Program Manager
Maritime Surveillance Aircraft
PMA-290
301-757-5703
hillgc@navair.navy.mil

CAPT C. Alan Easterling
MMA Team Lead
PMA-290M
301-757-5640
easterlingca@navair.navy.mil



Opening Remarks

Mr. Steve Facini
Procuring Contracting Officer



MMA Pre-Solicitation Conference

0900-0905	OPENING REMARKS	Mr. Facini
0905-0915	WELCOME	CAPT Hill
0915-0945	ACQUISITION OVERVIEW/UPDATE	CAPT Easterling
0945-1000	RFP OVERVIEW / UPDATE	Mr. Facini
1000-1015	BREAK	
1015-1030	SOURCE SELECTION OVERVIEW	Mr. Basham
1030-1100	PROPOSAL INSTRUCTIONS	
	- Overview	Mr. Basham
	- Past Performance	Mr. Nickol
	- Experience	Mr. Nickol
	- Technical	Mr. Garrett
	- Price	Mr. Facini
1100-1115	RECEIPT OF WRITTEN QUESTIONS	Mr. Facini
1115-1130	BREAK	
1130-1155	QUESTIONS / ANSWERS	Mr. Facini
1155-1200	CLOSING	CAPT Easterling
1200-1300	LUNCH	
1300-1650	ONE-ON-ONE WITH INDUSTRY	



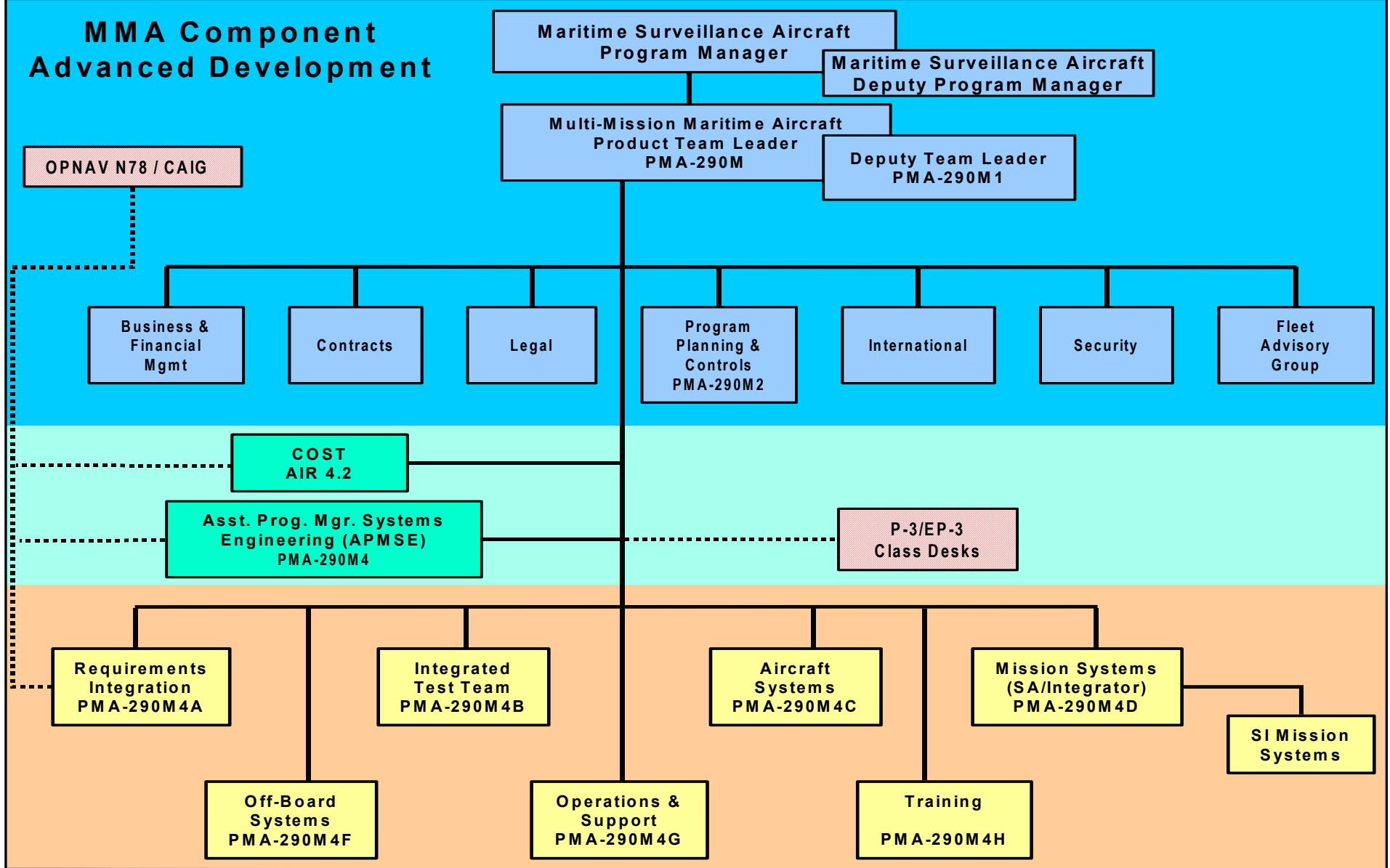
MMA Public Website

All Conference briefing materials are posted on:

<http://mmaprogram.nawcad.navy.mil>



MMA Component Advanced Development

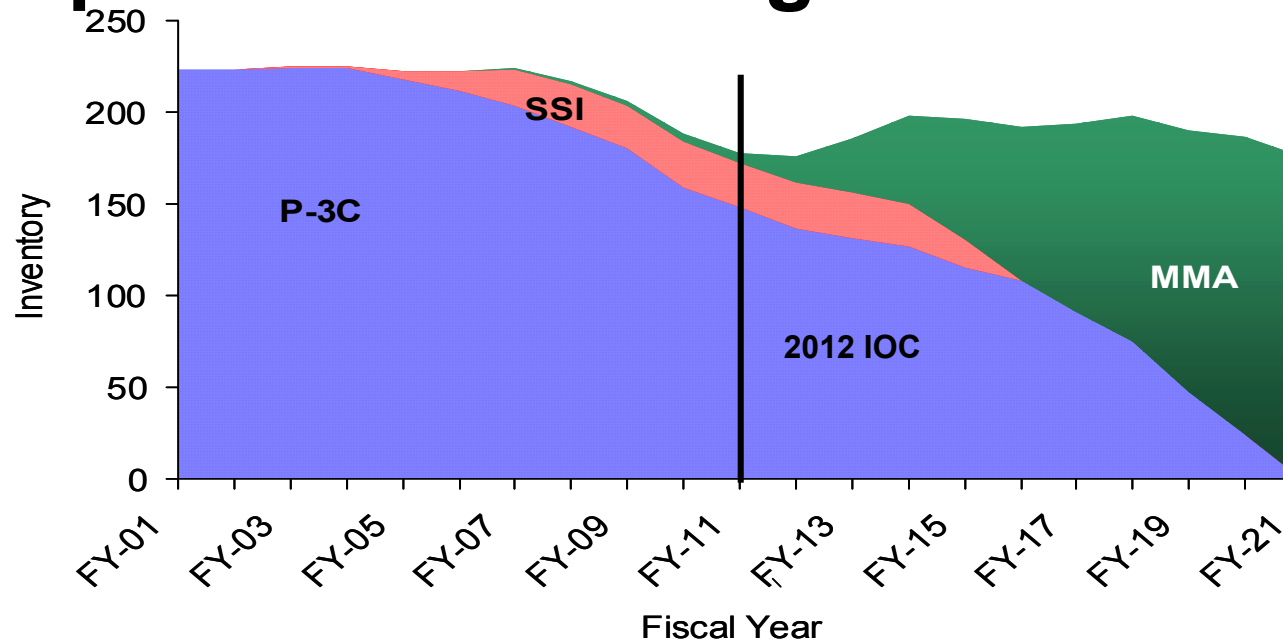




Acquisition Overview / Update

CAPT Alan Easterling
MMA Team Lead

Purpose of MMA Program



To recapitalize the capabilities currently provided by the P-3 and EP-3 aircraft systems



The **P-3** aircraft provides the USN with strategic blue water and littoral Undersea Warfare (USW) capabilities, and performs armed intelligence, surveillance and reconnaissance functions.

The **EP-3** aircraft engages in the collection of signals intelligence, indications and warnings, and information warfare.

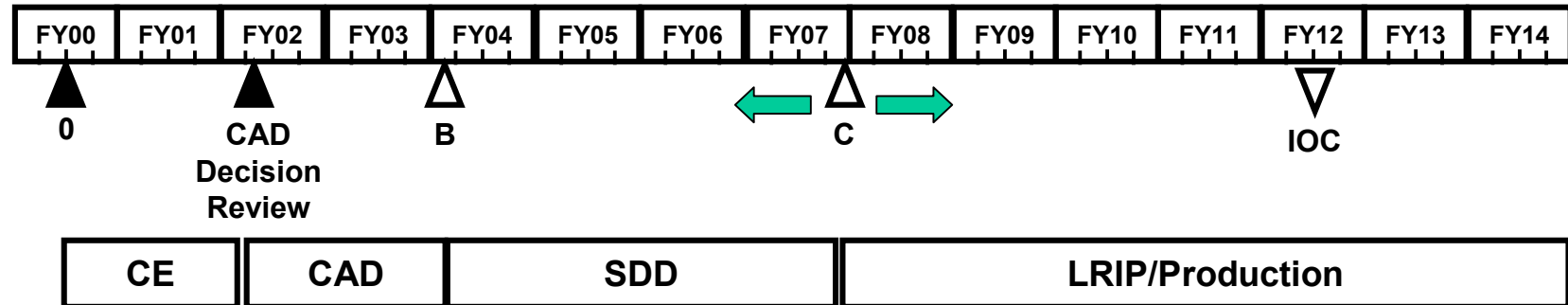


Analysis of Alternatives Summary Findings

- **Manned aircraft are key element of Navy Broad Area Maritime and Littoral Armed Intelligence Surveillance and Reconnaissance missions**
- **UAVs have a role as an adjunct system to the manned aircraft**
 - **Near term UAVs: Unable to perform full mission spectrum, adjunct capability only.**
 - **Conceptual UAVs: High risk, significant schedule delays, unbounded costs**

Manned Aircraft with Adjunct UAV

Program Execution Based on PB-03 Budget



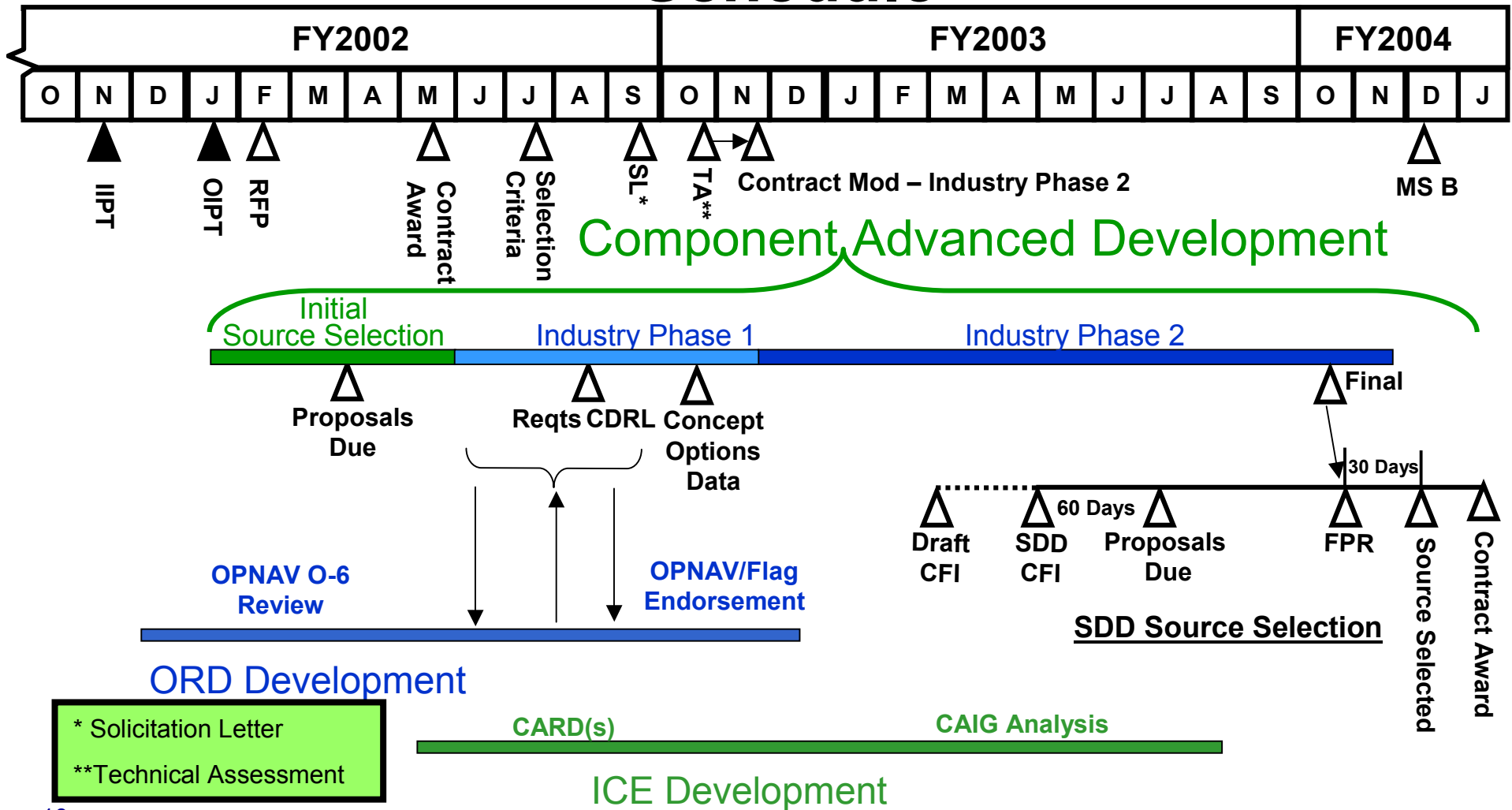
Funding: (\$M)

RDT&E	\$1.7	\$4.4	\$53.3	\$74.5
-------	-------	-------	--------	--------

Funding Profile is executable for achieving MMA IOC 2012

Detailed schedule after Milestone B is dependent upon selected MMA system concept

Component Advanced Development Schedule





RFP Overview / Update

Mr. Steve Facini
Procuring Contracting Officer

Contracting Strategy

Industry activity in CAD is divided into two phases:

- Phase I Contract - Full & Open Competition
 - 2-4 **Contracts**
 - Total Contract Budget ~ \$30M
 - Period of Performance – 6 months
- Section H provision for Industry Phase II down-select
- Phase II Contract Modification - Limited Competition
 - 2-3 **Concepts** carried forward
 - Total Contract Budget ~ \$50M
 - Period of Performance – 12 months

Contracting Strategy (continued)

- Offeror's proposal may contain multiple **concepts**
 - A concept is defined as: a manned air vehicle or manned air vehicles that can satisfy the MMA Program objectives for both the Search Attack and Surveillance Intelligence missions, as described in the Statement of Objectives (SOO) and Initial Requirements Document (IRD)
- Industry will develop a Statement of Work (SOW) based on the Government's SOO
 - Industry Phase I SOW will be part of the proposal
 - Industry Phase II SOW will be due approximately 150-days after contract award
- Security considerations permit domestic and United Kingdom firms to participate as primes

Phase I Core CDRLs

- MMA IRD Requirements Analysis
- MMA Draft Performance Specification Analysis
- Test and Evaluation Strategy
- Operational Security (OPSEC) Plan
- MMA Technical Concept Report
- Concept Cost Estimate and Supporting Methodology



Source Selection Overview

Mr. Bill Basham
Source Selection Evaluation Board Chairman

Source Selection Overview

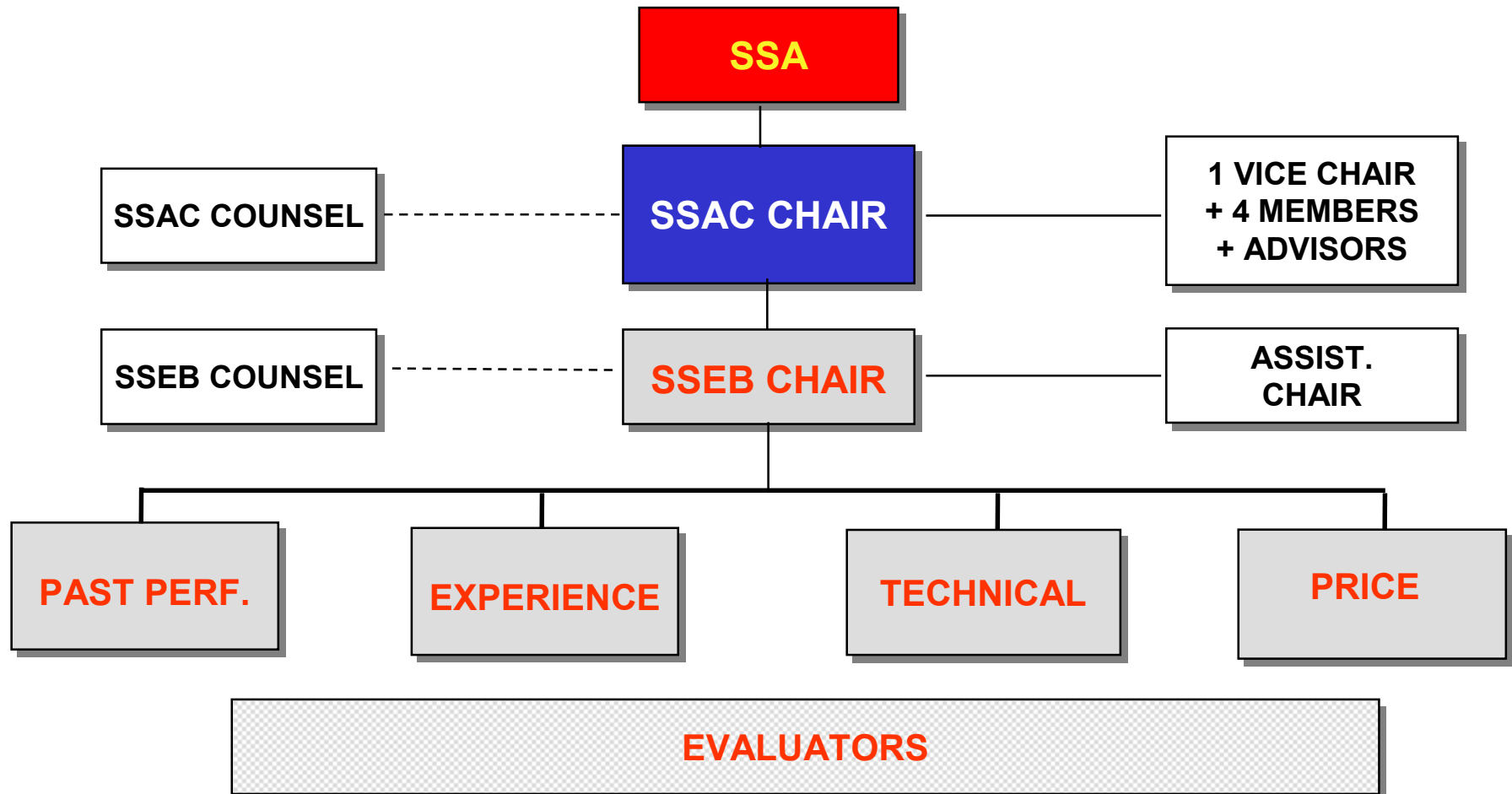
- Outline -

- Objectives
- Organization
- Evaluation Criteria Update
- Grading/Definitions
- Schedule

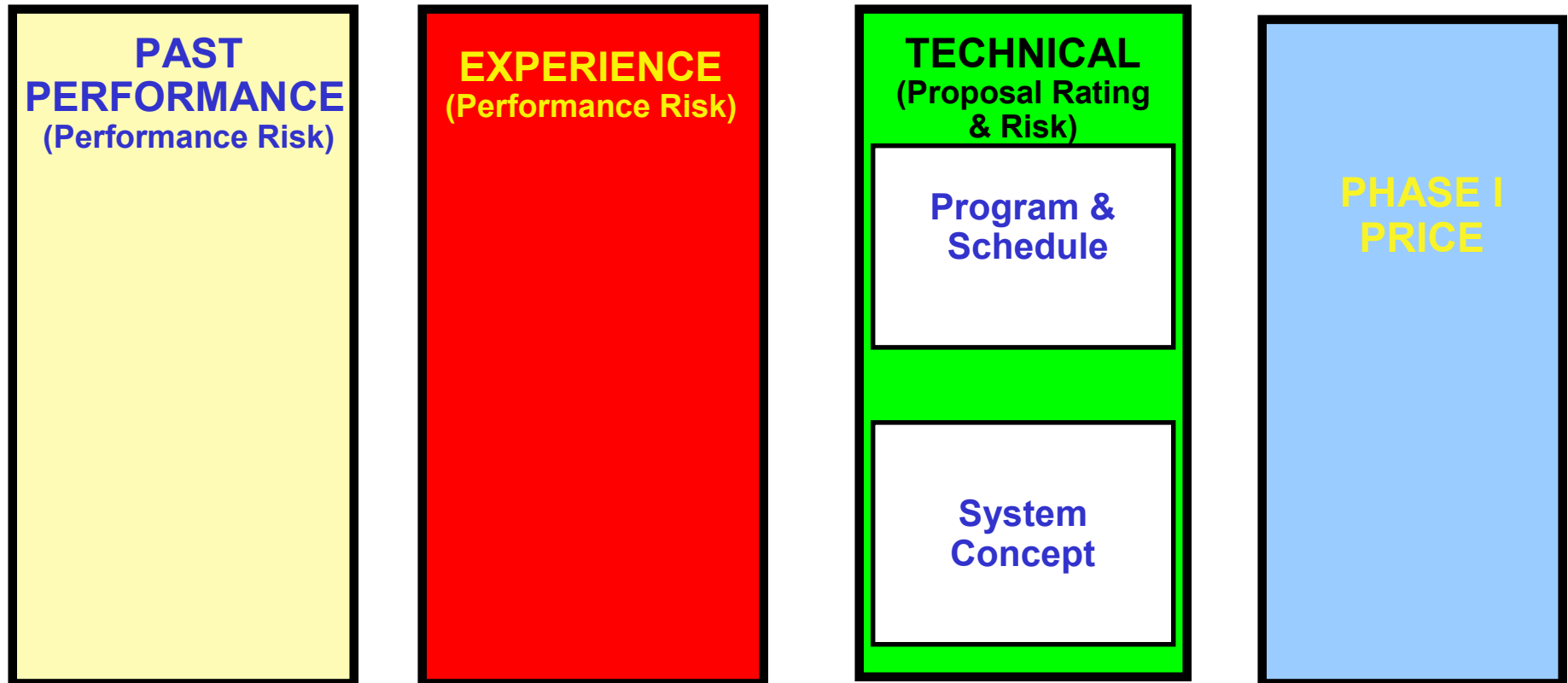
Source Selection Objectives

- Choose the offeror whose proposal provides the *best value* to the Government, all factors considered
- Award the contract *without discussions*

Source Selection Organization



Phase I Evaluation Factors/Subfactors



Evaluation Grading

We use a “*Qualitative*” and not a “*Quantitative*” system

- Proposal Rating (*Technical*)
 - Outstanding, Highly Satisfactory, Satisfactory, Marginal, Unsatisfactory
- Proposal Risk (*Technical*)
 - Low, Medium, High
- Performance Risk (*Past Performance* and *Experience*)
 - Very Low, Low, Moderate, High, Very High, Unknown (Past Performance Only)



Phase I Source Selection Schedule

<u>Milestones</u>	<u>Date</u>
Today's Pre-Solicitation Conference	07 Feb 02
RFP Release Target	11 Feb 02
Proposals Due	
Past Performance/Experience	13 Mar 02
Remainder of Proposals	28 Mar 02
Contract Award	Mid May 02



Proposal Instructions - Overview

Mr. Bill Basham
Source Selection Evaluation Board Chairman

Page Limitation

(1 of 2)

Objective: Easy for you and us, allows you to focus on providing the best proposal

- Provided to give you an idea of the number of pages to adequately convey the info requested.
 - Quality over quantity
 - Clarity, brevity, logical organization
 - Adequate info to allow meaningful evaluation of your proposal

Page Limitation

(2 of 2)

Proposal volumes with page count

Vol 1 - Ex. Summary	25
Vol 2 - Technical	100 ¹
Book A - Program & Schedule	
Book B ¹ - System Concept #1	
Book B ² - System Concept #2	
Vol 3 - Past Performance	30 ¹
Vol 4 - Experience	30 ¹
Vol 5 - Phase I Price	None
Vol 6 - Exceptions, Deviations Waivers	None

¹ - Minimum, extra pages allowed if more than one concept proposed

Proposal Preparation Guidance

- Demonstrate that you have a thorough understanding of the objectives and inherent risks; can devote necessary resources, and have a solution to meet the RFP objectives
- Support your statements with facts, analysis and substantiating data to illustrate that your approach is realistic and reasonable.
- Provide clear and concise descriptions/ justifications.
- **Understanding the evaluation criteria** will help you know where to place emphasis in your proposal

Typical Proposal Shortfalls

- Proposal Instructions **not** followed
 - Information not provided as requested
 - Information provided does not support claims
- Waiver/deviation requests

Proposal Preparation Considerations

- You'll be treated fairly in the competition
- Evaluation Criteria, Proposal Instructions, and proposal should track
- Can an evaluator quickly find what he/she needs?
 - Is it clear?
- Can different levels of interest/expertise find what they need, then exit?
- Drawings & diagrams complement narrative, but don't replace it

Summary

- We want to award based on initial proposals
- Looking for the **best value** package
- Objective is to make the process mutually beneficial
 - You provide the best possible proposal
 - We have better proposals to choose from



Proposal Instructions – Past Performance

Mr. Craig Nickol
Past Performance / Experience Team Lead

Experience vs. Past Performance

- Experience reflects ***whether*** contractors have performed similar work before.
- Past performance describes ***how well*** contractors performed the work.

The Past Performance evaluation process will produce a Performance Risk Assessment (PRA) rating:

- PRA captures performance, relevancy and recency

PRA Ratings

Risk

- Very Low Based on the offeror's past performance and systemic improvement record, ***essentially no doubt exists*** that the offeror will perform the required effort.
- Low Based on the offeror's past performance and systemic improvement record, ***little doubt exists*** that the offeror will perform the required effort.
- Moderate Based on the offeror's past performance and systemic improvement record, ***some doubt exists*** that the offeror will perform the required effort.
- High Based on the offeror's past performance and systemic improvement record, ***substantial doubt exists*** that the offeror will perform the required effort.
- Very High Based on the offeror's past performance and systemic improvement record, ***extreme doubt exists*** that the offeror will perform the required effort.
- Unknown No past performance record identifiable. (Not applicable to Experience Factor.)

Past Performance Data Required

- Identify contracts containing similar efforts to CAD and SDD
 - Total of 5 contracts from the prime
 - Total of 2 contracts from principal subcontractors for CAD-like efforts
 - Minimum subcontractor data required for SDD-like efforts
- Provide contract data as specified in Section L, Paragraph 3.2.1
- List contracts in order from the most relevant to least relevant, include relevancy information (see Section L, paragraph 3.2.2) and demonstrated systemic improvement information (Section L, paragraph 3.2.3)
- For contracts with no CPARS or CPARS older than 8 months
 - Forward Past Performance questionnaire (Section L, Attachment 1) to the customer's PCO, ACO and PM
 - Request customer forward completed questionnaire to **webbmm@navair.navy.mil** within 40 days after RFP release

Past Performance Proposal Format

Section L, Paragraph 3.1

		Contract Data						
1	Contract Name	P1	P2	P3	P4	P5	S1	S2
2	Title of contract							
3	Company's Name/CAGE Code/DUNs #							
4	Procuring agency							
5	Description of product or service							
6	Contract number/type							



15.

Rows correlate to data requirements listed in Section 3.2.1, for Row(12), Relevancy, provide the following ratings:

- Somewhat Relevant (S)
- Very Relevant (V)



Proposal Instructions - Experience

Mr. Craig Nickol
Past Performance / Experience Team Lead

Experience Ratings

Risk

Very Low	Based on the offeror's experience record, <i>essentially no doubt exists</i> that the offeror will successfully perform the required effort.
Low	Based on the offeror's experience record, <i>little doubt exists</i> that the offeror will successfully perform the required effort.
Moderate	Based on the offeror's experience record, <i>some doubt exists</i> that the offeror will successfully perform the required effort.
High	Based on the offeror's experience record, <i>substantial doubt exists</i> that the offeror will successfully perform the required effort.
Very High	Based on the offeror's experience record, <i>extreme doubt exists</i> that the offeror will successfully perform the required effort.

Data Required for Experience Evaluation

Provide examples of experience which demonstrate your ability to perform the following:

- CAD-like activity including cost and effectiveness trade studies and risk analysis and mitigation.
- SDD-like activity including system and subsystem design, development, producibility, integration and testing.



Proposal Instructions - Technical

Mr. Tom Garrett
Technical Team Lead

Technical - Program and Schedule

- Program Summary – Section L, para 2.1.1
 - Industry Phase I Statement of Work (SOW) will address the Statement of Objectives (SOO) – Annex A to Book A
 - Describe resources, practices and capabilities
 - Define organizational structure
 - Identify existing and future facilities requirements
- Concept Schedules – Section L, Annex B to Book A
 - Integrated Master Schedule (IMS) – Industry Phase I
 - ✓ Critical Path
 - ✓ Significant Tasks
 - ✓ Success Criteria
 - ✓ Event / Milestone
 - Industry Phase II Notional Schedule
 - Top Level Schedule

Technical - Program and Schedule (con't)

- Systems Engineering (SE) – Section L, para 2.1.2
 - Describe the SE efforts that will be applied to design, produce, test, train, and support the proposed concept
- Data Rights – Section L, para 2.1.3
 - Identify any data rights other than unlimited
- Risk Assessment and Mitigation – Section L, para 2.1.4
 - Identify internal and external risks and mitigation plans relative to critical path, performance, schedule and cost
- Small Business Subcontracting Plan - Section L, Annex E
 - Define strategy for utilizing Small Business Concerns

Technical - System Concept

- System Description – Section L, para 2.2.1
 - Provide a comprehensive and concise description of each proposed concept
 - Provide a plan to achieve at a minimum the baseline mission performance of the typical ASW and Intelligence missions as described in the RFP (Section L, para 2.2.3)
 - If the concept falls below the baseline performance, demonstrate by trade-off analysis a benefit to the Government
 - Describe the concept of operation for the proposed solution
 - Define impacts on legacy operations during transition
- Air Vehicle Capability – Section L, para 2.2.2
 - Describe Air Vehicle design and maturity, including major systems, subsystems, weapons, and missions systems

Technical - System Concept (cont)

- Mission Performance – Section L, para 2.2.3
 - Describe how each concept would perform the ASW mission
 - ✓ Mission station radius no less than 1200 nm
 - ✓ (2) Mk50 torpedoes
 - ✓ (4) 500 lb. Depth bombs
 - ✓ (65) A-size sonobouys
 - ✓ Mission system suite performance, at a minimum, equivalent to the P-3C
 - Describe how each concept would perform the Intelligence mission
 - ✓ Mission station radius no less than 800 nm
 - ✓ Mission system suite performance, at a minimum, equivalent to the EP-3E
- Weight and Balance Statement – Section L, Annex F
 - Provide Air Vehicle's empty weight, build-ups to zero fuel weight, and takeoff gross weight
 - Detail differences between existing and modified aircraft



Proposal Instructions - Price

Mr. Steve Facini
Procuring Contracting Officer

Price Proposal

- Proposed price for core SOW and addendum not to exceed \$7.5M and \$2.5M, respectively
- Burden of proof for price credibility rests with the offeror
- Offeror required to submit WBS and definitions to Level 3 for core SOW and addendum
 - Identify proposed labor hours by major functional category (e.g., design engineering, systems engineering, manufacturing, etc.)
- Evaluation considerations
 - price proposal is consistent with technical approach
 - price proposal reflects a clear understanding of the RFP requirements
- If offeror's proposed concept(s) selected, award will be made accepting core SOW or core SOW and addendum based on affordability and best value analysis



Draft and Submit Questions {using 3x5 cards provided}

Mr. Steve Facini
Procuring Contracting Officer



Questions and Answers

Mr. Steve Facini
Procuring Contracting Officer



Closing Remarks

CAPT Alan Easterling
MMA Team Lead